

## ARTWORK REQUIREMENTS

### SOFTWARE

HeuleGordon, Inc. utilizes a Mac OS X operating system.

#### Acceptable programs:

InDesign, QuarkXPress, Illustrator, Photoshop, Adobe Acrobat (PDF)

#### Please inform your Sales Representative before sending:

Any Microsoft program, Corel Draw - export as Illustrator file

**Note:** *Pagemaker files are only sometimes able to work in Mac OS X environment. Please use an alternate program if possible.*

### ARTWORK SET-UP

#### Color:

- RGB images must be converted to CMYK.
- MAKE SURE ALL COLORS ARE CORRECT - use the same color names in all files for correct separation.

#### Image Resolution:

- 300 dpi or higher - keep in mind that pixel-based images will lose resolution when their size is increased.

#### Fonts:

- Bold and Italic - ensure that your printer font has these styles built in before using, do not use bold/italic from your program's style menu.
- Send all font files associated with the fonts you are using (i.e., all screen and printer font files).

#### Documents:

- Set up artwork in a page layout program (QuarkXPress or InDesign) whenever possible.
- Set up files to size - please ask for specifications, spine width, etc. if not sure.
- Include at least 1/8" bleed when necessary.

#### Files:

- Send all files being used - fonts, graphics, etc. - commands such as "Collect for Output" (QuarkXPress) and "Package" (InDesign) gather all links and fonts.
- You may send files via email (if less than 10mb) or through our FTP or website - [www.heulegordon.com](http://www.heulegordon.com)
- Make sure to "stuff" or "zip" your files to avoid corruption during file transfer
- Avoid extensive file names and file names with spaces as they are often unreadable
- PDF files: must be correct size, embed all fonts, output correct colors, and include all necessary printer marks (i.e., crop marks). Please keep in mind we cannot make alterations to PDF files. If your project bleeds off the page, be sure to include at least 0.125" bleeds.
- Duotones and Monotones "embedded" in Illustrator will translate as CMYK images

#### Camera-Ready Art/Film:

- It is also acceptable to send camera-ready art or film, however keep in mind that they will be scanned to send digitally to plate. Screens and large areas may not reproduce well. Proofs are required and additional costs may be incurred from time and materials.

#### Please Note:

- Please feel free to contact the prepress department at HeuleGordon with any questions.
- Incorrect files will delay your production and will incur additional costs.